

FOR IMMEDIATE RELEASE

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## **NEW DOWNTOWN MANCHESTER WAYFINDING SIGN SYSTEM IN PLACE**

**Manchester, CT** People driving, walking or traveling through Downtown Manchester may have noticed new, colorful signs throughout the Downtown that have appeared over the past several months.

The signs are a part of the Town's new Downtown Wayfinding Sign System. The purpose of the signs is to help vehicles and pedestrians move easily around the Downtown. All Downtown parking lots have been assigned a specific color. Directional signs displaying the lot colors are located along Main St. and at the entrance to each lot. Parking regulations signs are also posted at lot entrances.

Pedestrian signs are placed along Main St. and in proximity to Downtown parking lots. These signs display a large Downtown map. The map shows walk distances to major Downtown assets and reference a "you are here" icon.

The Wayfinding Sign System is a part of the Town's Downtown Parking Lot Improvement Project. A committee led by the Town of Manchester Planning Dept. staff and including representatives of the Downtown Manchester Special Services District worked with consultants on the design and placement of the signs. This project was funded through the federal Community Development Block Grant (CDBG). The Town allocated CDBG funds for downtown streetscape improvements including the wayfinding signs and installation of three new bus shelters bringing the total number of bus shelters along Main Street in the Downtown up to five.

Taken as a whole the improvements to Downtown parking lots, the new sign system and bus shelters are part of an ongoing effort to make the Downtown experience more user friendly.

